



I- 405 Sepulveda Pass Improvements Project

Carmageddon

I-405 Freeway Closure July 16-17, 2011

The Biggest Freeway Closure in the Car Capital of the World

A Brief Case Study

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Video Presentation



"Carmageddon" (81,597 views on YouTube)





Challenge: Public Outreach

Closing one of the nation's busiest freeways with a \$100K public outreach budget





Public Outreach Campaign

I-405: Countdown to the Closure

"Plan Ahead, Avoid the Area, or Stay Home"





Saturation Outreach Strategies

First Phase Roll-out: 71/2 weeks

- Networking with media and social media.
- Briefing sessions to key stakeholder groups.
- Establish contact to those with vested interests.

Second Phase Roll-out: 61/2 weeks

- Posting of detour and alternate route maps.
- Weekly bulletins issued to all vested interests.
- Commenced print and online advertising.
- Press conferences.

Third Phase Roll-out: 2-3 weeks

- Commence radio advertisement.
- Daily system-wide alerts/CMS.
- 24-hour updates and hotline information.
- Schedule PIOs from different agencies for 24-hour Unified Command Center coverage.
 - 480 media calls in 2 weeks.
 - Interviews every few minutes2 days before closure.
 - Zero media inquiries turned down.





Media Outreach

The first thing is create a Communication Plan and do not veer from the script.

Tactics

- 4 interagency news conferences.
- 8 news releases (distributed statewide and nationally).
- Online press room.
- Social media: blogs, Live Chats, Twitter, Facebook, Nixle.
- 3 public service announcements.
- 24/7 media interview availability.
- "Camp Carmageddon" media staging area.







Public Service Announcements

- Public Service
 Announcements
 - Metro
 - Erik Estrada
 - LA City mayorAntonio Villaraigosa







Celebrity Tweets



tomhanks Tom Hanks

This weekend, LA! Avoid Carmageddon, Gas-zilla, 405-enstein, Grid-lock-apalooza! STAY HOME. Eat & shop local! Hanx



aplusk ashton kutcher

LAPD askd me 2tweet: 405fwy btwn 10 & 101 will b closed July16-17. In xchange I would like a free pass on that stoplight tickt IT WAS YELLOW

30 Jun



Ryan Seacrest Ryan Seacrest

Wait, what!? There's stuff to do in LA that doesn't require a car? #nobodywalksinla http://on.fb.me/qeAOPF #carmageddon

15 Jul



ConanOBrien Conan O'Brien

The LAPD asked me to warn you to avoid the 405 Fwy on July 16 & 17, or else the red light photo of me driving in a satin slip goes viral.

8 Jul





Live Web Chat

- Targeted online news audience.
- Featured two agency executives.
- Covered by mainstream media.



Topic - I-405: Countdown to the Closure July 16-17

In anticipation of the planned 53-hour closure of the I-405 freeway between the I-10 and U.S. 101 for demolition work on the Mulholland Bridge, Metro will hold an interactive Live Chat on Wednesday, June 29.

Please join our special guests to discuss the logistics of this event.



Guest - Doug Failing

I'm Doug Failing, Metro's Executive



Guest - Krishniah Murthy

Good afternoon. I'm Krishniah Murthy,





Private Sector Outreach

6.6 million: Number of impressions Facebook estimated its free ad for I-405 Facebook page would generate.

5,234: Number of visitors to AAA web page with information on I-405 closure.

\$405: Cost of helicopter tour.

405: Number of Twitter postings the tourism bureau sent during closure weekend and the nine days before.

53: Number of things to do during the 53-hour closure, posted by the County Supervisor.

\$10: Cost of the discounted weekend pass Metrolink offered during demolition weekend.

\$4: Cost of JetBlue fares between Burbank and Long Beach which sold out (bike race against an airplane from Burbank to Long Beach.)







Public Outreach Success

International media coverage calculated at \$50 million in advertising equivalency



'CARMAGEDDONE'

As 405 closure ends early, experts worry that its success could backfire the next time.

KENNETH R. WEISS, MOLLY HENNESSY-FISKE AND ANDREW KHOURI

The first drivers roared up the newly reopened 405 Freeway at high noon Sunday, honking horns, kicking up roostertails of demolition arms stretched hrough open windows to



WEDNESDAY, JULY 20, 2011 I

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This time, L.A. took on-ramp to competence

c rarely build monuments to the diplomat who averts a war. We honor instead the soldler on horseback — the hero on a white charger who rides to our rescue after a disaster strikes.

Ticker tape never rains upon the outel't comments.

Carmageddon joined other "Sig-Alert," "Go see Cal," and
"Fritz said it would be like
this" and rocketed around
the world via traditional the world via traditional media and social networks, especially Facebook and Twitter. Instead of a monstrous weekend of maddening traffic jams, nothing happened at all. A traffic disaster was averted. And still we're not happy. Second-guesser: now float

Second-guessers now float the notion there was never any reason to worry — Carmageddon was all hype and somehow the 405 could be closed the length of the Sepulveda Pass without any Really? We can barely drive the Sepulveda Pass with the 405 open. The engineers and

A10 TUESDAY, JULY 19, 2011

DAILYNEWS.COM

EDITORIALS

Praise for L.A

For whatever reason, residents kept a nightmare from coming true

O Carmageddon was averted, the 405 Freeway is open again, and Los Angeles is back to normal - or as close to normal as it gets. But let's not be too quick to move on after last weekend's much-talked-about test of the city's resourcefulness.

little civic self-reflection. For one thing, we little civic self-reflection. For one thing, we can teach a lesson to the comedians who think people here do self-reflection only in our plastic surgeons' mirrors. More important, in mulling over the traffic-jam-that-wasn't, we might learn some-

fic-jam-tnar-wessis, thing about LA.
It's too early to form a consensus about what it all meant. The dust literally hasn't could set as readers saw in a great Daily

This is an opportune time to engage in a cians were thanking the press for getting title civic self-reflection. For one thing, we have been a located to the condition with the condition of the

the word out. Taxpayers and the bridge project's prime contractor both were count-ing hundreds of thousands of dollars in savings because the whole thing was com-peted 17 hours ahead of schedule. Yes, there were reports of eight people arrested for bicycling or walking on the closed 405, and naturally there was a car chase that covered virtually every other chase that the 1.8 area. freeway in the L.A. area.

In 'Carmageddon,' some see road map for the future



406.

"You can suddenly hear people talking. You hear kids playing," said L.A. County Supervisor Zev Yaroslavsky. "People discovered something about them.

EDITORIALS

A little slice of 'Carmaheaven'

Traffic was great. People were neighborly. Too bad that's not L.A. every day.

Cevery day.

Covery day.

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Conclusion

- Car-free weekend –
 L.A. loved it!
- Time to rediscover your community.



Carmageddon = Fun Without Driving





Video Presentation



"Baby Boom"